

## Message Text

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PAGE 01 TOKYO 10309 070831Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 CAB-05 DOTE-00 /046 W  
-----092725 070909Z /20

P 070818Z JUN 78  
FM AMEMBASSY TOKYO  
TO AMCONSUL MELBOURNE PRIORITY  
INFO SECSTATE WASHDC 8564  
USDOC/USTS WASHDC  
AMCONSUL SYDNEY

UNCLAS TOKYO 10309

E.O. 11652: N/A  
TAGS: ETRD  
SUBJECT: TONY RAFFERTY PROJECT

RE: RYSENBECK LETTER DATED MAY 18, 1178

REFERENCE YOUR REQUESTS FOR CAB WAIVERS, FINANCIAL  
AND OTHER ASSISTANCE IN ABOVE REFERENCED LETTER, WHICH  
WAS RECEIVED HERE JUNE 1, REGARDING AUSTRALIAN RUN-  
NER TONY RAFFERTY'S PLANNED LOS ANGELES TO NEW YORK  
RUN, BEGINNING AUGUST 13, IN AN ATTEMPT TO BREAK THE  
STANDING TRANS-AMERICA RUNNING RECORD TIME OF 64 DAYS.  
WE UNDERSTAND THIS ATTEMPT WILL BE SPONSORED BY  
MELBOURNE RADIO 3DB, WHICH, IN CONJUNCTION WITH SOME  
15 OTHER AUSTRALIAN RADIO STATIONS, WILL BE BROAD-  
CASTING LIVE THE START AND FINISH OF THE RUN PLUS  
DAILY FIVE-MINUTE PROGRESS REPORTS WITH TELEVISION  
COVERAGE ALSO A POSSIBILITY. VALUE OF RADIO AIR TIME  
TO BE RECEIVED IS ESTIMATED AT \$A250,000.  
USTS/TYO AGREES THERE ARE NUMEROUS POSSIBILITIES FOR  
PROMOTING U.S. TOURISTIC ATTRACTIONS ON RADIO/TV  
IF MEDIA PEOPLE AGREE TO FOCUS ATTENTION ON TOURISTIC  
ATTRACTIONS AS WELL AS ON THE RUNNING AND PEOPLE-TO-  
PEOPLE ASPECTS OF THIS EVENT. BECAUSE OF THE STRONG  
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PEOPLE-TO-PEOPLE AND CULTURAL ASPECTS INVOLVED, WE  
FEEL ICA SUPPORT IS A NECESSARY PART OF THIS PROJECT,  
ESPECIALLY ON COORDINATING PUBLICITY ARRANGEMENTS  
WITH FEDERAL AND STATE HEALTH DEPARTMENTS, FITNESS  
COUNCILS, ETC. HOWEVER, ANY REQUESTS FOR COORDINATION  
WITH CVB'S, STATE OR CITY TOURISM OFFICES CAN BE  
COORDINATED DIRECTLY WITH USTS/WAS. BY COPY OF THIS

CABLE TO USTS/WAS, WE ARE REQUESTING THAT THEY ASSIST YOU IN THESE MATTERS. AS FOR FINANCIAL ASSISTANCE, WE FEEL THIS IS PRIMARILY A MATTER FOR ICA. HOWEVER, AFTER FURTHER COORDINATION WITH RADIO/TV STATIONS ESTABLISH WHAT MEASURABLE RESULTS CAN BE ACHIEVED ON TOURISM PROMOTION, YOU MAY WANT TO SUBMIT A SEPARATE REQUEST FOR USTS PRODUCTION SUPPORT FUNDS. WITH THE UNDERSTANDING THAT MEDIA PERSONNEL WILL FOCUS ON TOURISM PROMOTION AS WELL AS OTHER ASPECTS OF HIS EVENT, USTS/TYO IS RECOMMENDING THAT CAB WAIVERS BE GRANTED 3DB RADIO REPORTER LAWRENCE COSTIN AND ON YET UNNAMED TV CAMERAMAN, THE ONLY TWO PERSONS IN THIS PROPOSED TEAM OF FIVE THAT ARE ELIGIBLE FOR CAB WAIVERS. PLS MAKE FORMAL APPLICATION FOR WAIVERS BY SENDING NAMES AND AFFILIATIONS OF RADIO AND TV PERSONS TO SPECIAL MARKET DIRECTOR, USTS/WAS, ALONG WITH A "BRIEF DESCRIPTION OF THIS EVENT AND AIRLINE ITINERARY. ALSO, PLS OBTAIN AGREEMENT BEFORE HAND FROM THE ORIGINATING CARRIER THAT IT HAS NO OBJECTION TO PROVIDING THE SEATS REQUESTED UNDER THE CAB WAIVER PROGRAM. PLS REMEMBER WAIVER REQUESTS SHOULD BE SUBMITTED 60 DAYS BEFORE PLANNED DEPARTURE. MEANWHILE, WE ARE FORWARDING YOUR TAPE AND COPIES OF YOUR CORRESPONDENCE ON THIS SUBJECT TO SPECIAL MARKET DIRECTOR, USTS/WAS. MANSFIELD

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE PROMOTION, RADIO BROADCASTING, ATHLETIC PRESENTATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978TOKYO10309  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780237-0663  
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**Original Handling Restrictions:** n/a  
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**Page Count:** 2  
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**Reference:** n/a  
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**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2446605  
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**Status:** NATIVE  
**Subject:** TONY RAFFERTY PROJECT RE: RYSENBECK LETTER DATED MAY 18, 1178  
**TAGS:** ETRD, US, JA, (RAFFERTY, TONY)  
**To:** MELBOURNE  
**Type:** TE  
**vdkgvkey:** odbc://SAS/SAS.dbo.SAS\_Docs/36cacc8f-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
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US Department of State  
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**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014